

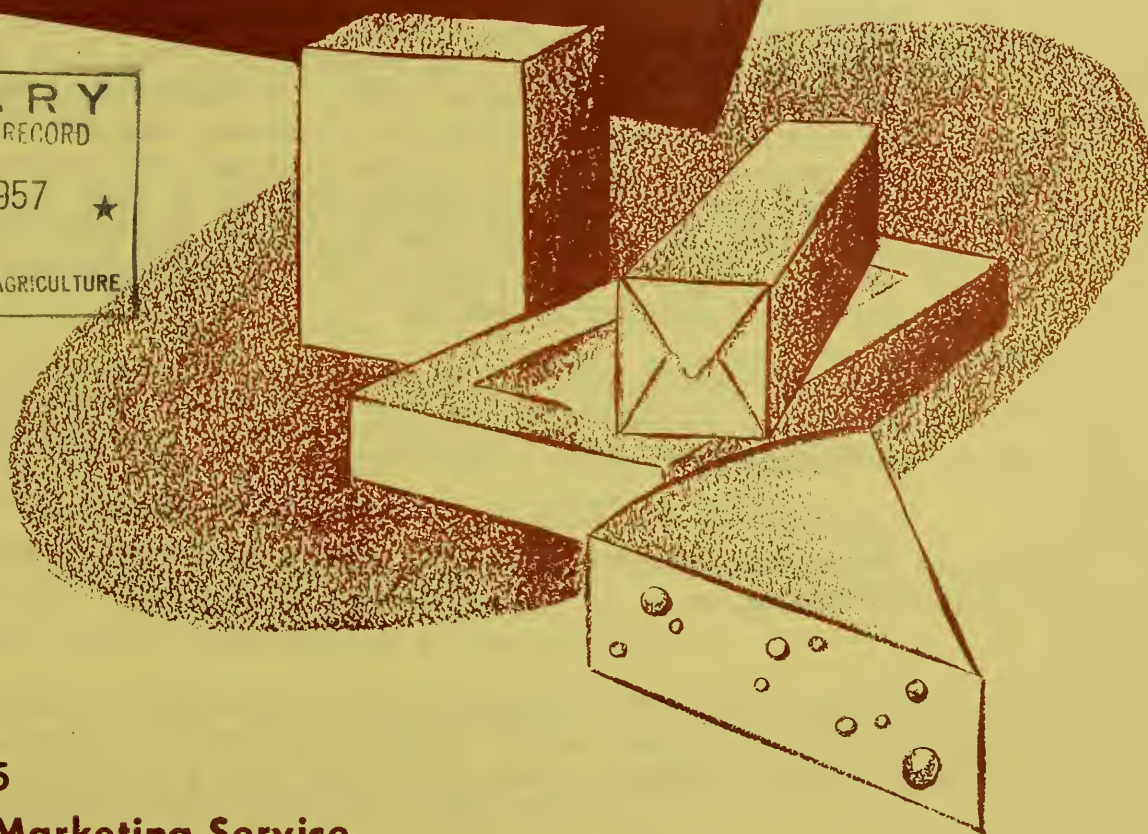
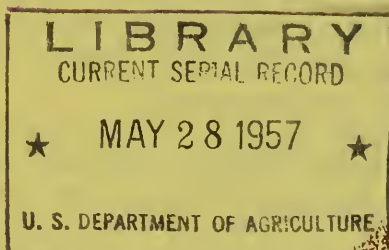
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# Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, December 1954



HPD-2

February 1955

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

## PREFACE

This report is one in a series of monthly reports first published for April 1954 showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data for butter and margarine were obtained from records of the contractor for the months April 1953-January 1954. Prior to April 1954, the number of families in the sample used in making estimates was about 4,300.

In order to maintain comparability between the data obtained prior to April 1954 and the current data, the back data were adjusted to the new sample level. The adjustment was made by tabulating reports from both consumer samples--the old and the new--for a period of months to obtain the relationship between the level of purchases reported by each sample. The ratio thus obtained were used to adjust the April 1953-January 1954 monthly estimates to the level currently reported from the 5,800 family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.



HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY  
MILK SOLIDS, AND MARGARINE, DECEMBER 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

During December 1954, for the third consecutive month, householders in the Nation reported much larger purchases of both butter and margarine than in the same month of 1953. Butter purchases for household use were larger each month during April-December 1954 than in corresponding months of 1953. Margarine purchases by householders, although larger than the same month a year earlier in October, November and December 1954, were smaller during the April-September 1954 period than in the corresponding months of 1953.

These comparisons in household purchases of butter and margarine during 1953 and 1954 are based on 2 samples of representative households--see preface for details--which indicate within reasonable limits changes in purchase volumes from a year ago and from month to month. The data do not include estimates of purchases for use in restaurants, hotels, hospitals, or other institutions.

Householders bought over 69 million pounds of butter during a 4-week period of December 1954--a gain of 14 million pounds from December 1953 purchases. For the 9-month period April-December 1954, butter purchases for household use were reported 12 percent above the same period a year earlier. The Department estimate of total domestic civilian disappearance of creamery butter in April-December 1954 indicates a 6 percent gain over April-December 1953. These Department estimates include disappearance in household and non-household channels but exclude butter donated under domestic food distribution programs. It is estimated that household purchases are about 60 percent of total domestic disappearance of creamery butter.

During the April-December 1954 period, those families buying butter reported an increase of about 5 percent in both frequency of purchase and average size of purchases from the same period a year earlier.

Purchases of butter for household use in December 1954 were higher than in the preceding month by 3.5 million pounds. Recent month-to-month changes in household purchases of butter have reflected a steady increase from the apparent low point for 1954 reached in July (table 1).

Consumers in this sample reported a fractional increase in prices paid for butter during December 1954, but compared to a year earlier, prices were down about 10 percent. About 48 percent of all families reported a butter purchase during a 4-week period of December 1954, 4 percentage points above the same month in 1953 and 2 percentage points higher than in the preceding month.

Margarine purchases for household use during a 4-week period of December 1954 were reported at over 107 million pounds, up about 16 million pounds from December 1953 purchases. For the April-December 1954 period, margarine purchases by householders were reported 1 percent larger than in the corresponding period of 1953. The Department estimate of domestic civilian use of margarine in all channels, household and non-household, during April-December 1954 was reported 5 percent above the disappearance in April-December 1953. Household purchases of margarine are estimated to make up close to 90 percent of total domestic civilian use of margarine.

Householders reported buying almost 6 million pounds more of margarine in December 1954 than in the preceding month. Month-to-month changes for margarine purchases have been upward since July. About 64 percent of all families bought margarine in a 4-week period of December 1954, up 4 percentage points from December 1953 but about the same as in the preceding month.

Those families buying margarine during April-December 1954 reported about the same frequency of purchase and average quantity per purchase as in the corresponding period of 1953.

The average of prices paid for margarine by householders in this survey was 25.7 cents per pound in December 1954. This December 1954 price was just above the preceding month but was 1 cent less per pound than a year earlier (table 2).

Twenty-three percent of all families reported buying both butter and margarine in December 1954, while 11 percent bought neither. The average of monthly percentage figures for these categories during April-December 1954 was respectively 19 and 16 percent.

Information on household purchases of cheese and nonfat dry milk solids is not available for months prior to April 1954.

United States householders bought an estimated total of 49.8 million pounds of natural and processed cheese (purchased weight basis) in the 4-week period of December 1954. This total was up about 1/2 million pounds from the preceding month reflecting an increase in purchases of natural cheese, but a downturn in purchases of processed cheese.

Natural cheese purchases by householders during December were reported at 28.3 million pounds compared with 27.3 million a month earlier. Consumers reported buying slightly less natural American cheese than in November, but made larger purchases of natural Swiss, cream, and "other" varieties than a month earlier (table 4).



Processed cheese purchases for household use in December were reported at 21.6 million pounds compared with 22.1 million pounds in November. Purchases of cheese spreads were fractionally higher while consumers bought less cheese foods and processed cheese (excluding foods and spreads) than a month earlier (table 5).

Natural and processed cheese purchases for household use were reported as about evenly divided during the April-September months. However, some shift occurred in this proportion during October-December with consumers reporting close to 55 percent of cheese purchases falling in the natural types category.

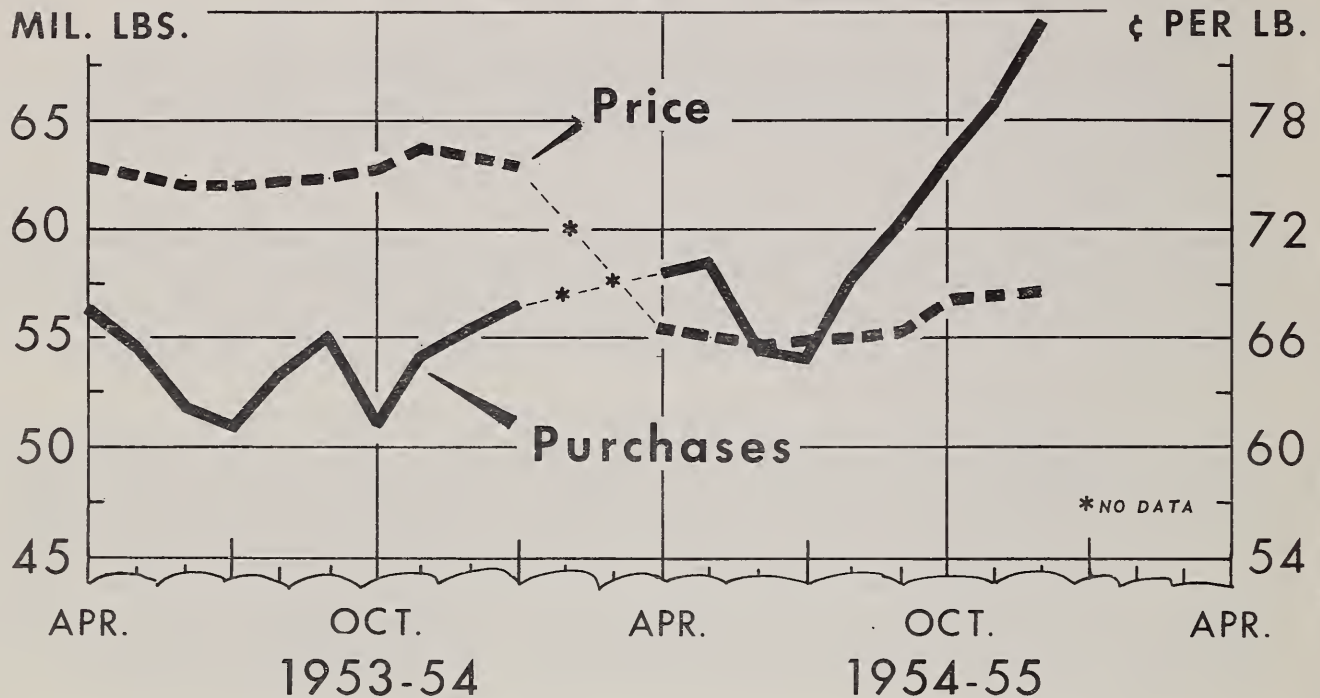
Prices for the natural and processed cheese types were reported higher in December than in the preceding month. However, in most cases, these price increases were rather small. For the second consecutive month, the estimated percentage of all families making any purchase of natural or processed cheese was 58 percent.

Cottage cheese purchases, not included in the above cheese totals, were estimated at 30.1 million pounds in December, 2.8 million pounds less than in November. This reported December level of cottage cheese purchases was the lowest in the April-December period and about 3.5 million pounds less than the average of monthly purchases reported through December 1954. Householders have reported very little fluctuation in the average price for cottage cheese--21 cents per 12-ounce unit--during the April-December 1954 period (table 6).

Purchases of nonfat dry milk solids for household use in December 1954 were reported at 10.1 million pounds, 1/2 million pounds less than in November. The average size of purchase for nonfat dry milk solids was just under 20 ounces in December compared with a range of 20.3 to 23.5 ounces in the April-November 1954 period.

The average of prices paid for nonfat dry milk solids by householders was reported at almost 40 cents per pound in December. Nonfat dry milk solids prices to household consumers have shown monthly increases since August (table 7).

# HOUSEHOLD PURCHASES AND PRICES OF BUTTER



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1103-55(2) AGRICULTURAL MARKETING SERVICE

Table 1. --Butter: Household purchases and average price per pound, U. S., 4-week periods

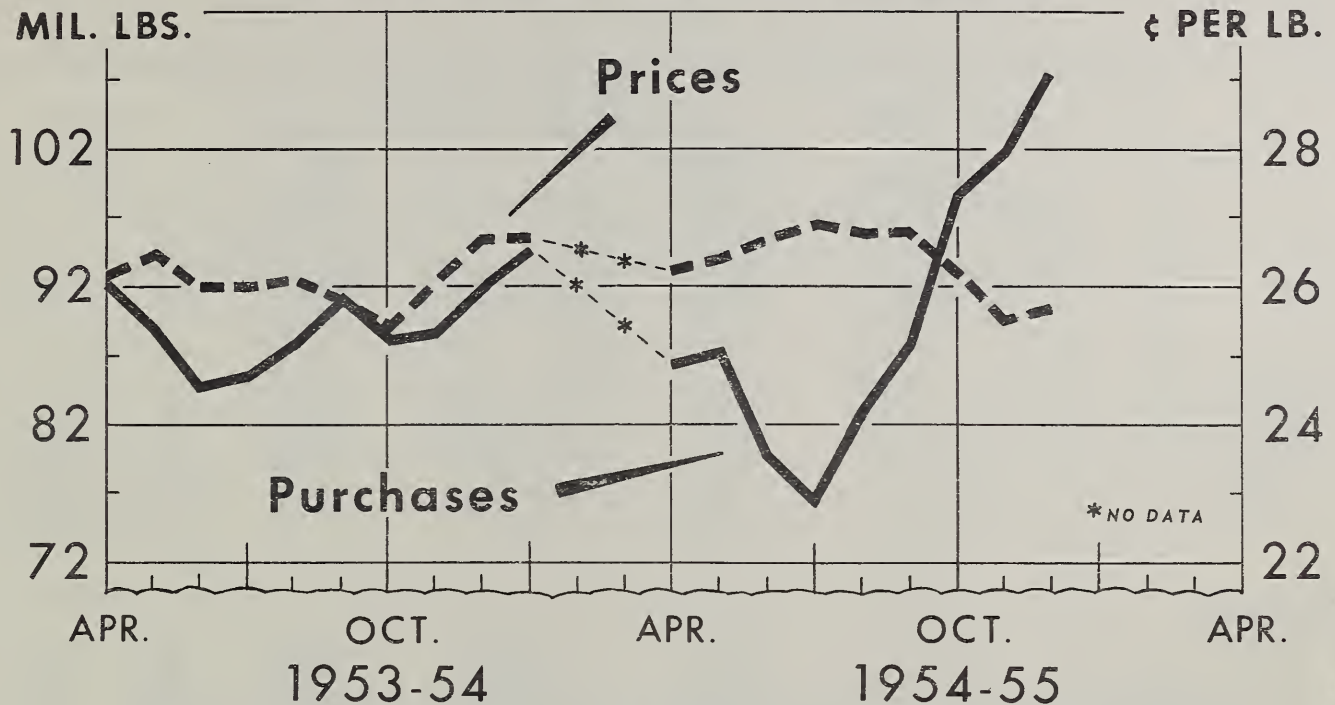
Period	Quantity purchased				Average price paid		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population		per pound		families buying		Purchases		Quantity per purchase	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	58.0	56.2	367	369	66.6	75.4	44.0	44.7	2.74	2.71	1.09	1.06
May-----	58.5	54.7	371	359	66.0	75.0	42.8	43.5	2.80	2.75	1.10	1.04
June-----	54.5	51.9	345	340	65.7	74.5	41.4	42.7	2.72	2.64	1.09	1.04
July-----	54.2	50.9	341	332	65.8	74.5	42.2	43.3	2.65	2.58	1.09	1.04
August-----	57.9	53.3	364	348	66.0	74.7	43.3	44.2	2.81	2.67	1.08	1.03
September-----	60.4	55.1	379	360	66.4	74.9	43.1	45.9	2.86	2.69	1.09	1.03
October-----	63.2	51.0	394	331	68.1	75.3	45.4	43.7	2.84	2.59	1.09	1.02
November-----	65.7	54.4	410	353	68.2	76.6	46.2	44.8	2.88	2.65	1.09	1.04
December-----	69.2	55.5	432	361	68.6	76.0	48.5	44.4	2.66	2.68	1.11	1.05
January-----		56.6		367		75.6		42.8		2.90		1.04
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.



# HOUSEHOLD PURCHASES AND PRICES OF MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1104-55(2) AGRICULTURAL MARKETING SERVICE

Table 2.—Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population		per pound		families buying		Purchases		Quantity per purchase	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	86.3	92.1	546	605	26.2	26.2	56.4	58.6	2.38	2.47	1.45	1.43
May-----	87.1	89.1	551	584	26.4	26.5	56.4	57.7	2.39	2.45	1.44	1.42
June-----	79.9	84.5	506	554	26.7	26.0	54.7	56.9	2.25	2.35	1.45	1.43
July-----	76.2	85.5	479	558	26.9	26.0	53.5	57.7	2.23	2.31	1.43	1.46
August-----	82.7	88.0	520	574	26.8	26.1	55.7	58.7	2.31	2.36	1.44	1.45
September-----	87.8	91.1	552	595	26.8	25.8	58.0	59.9	2.36	2.40	1.43	1.43
October-----	98.7	88.2	616	573	26.2	25.4	62.4	58.9	2.39	2.24	1.46	1.49
November-----	101.8	88.5	635	575	25.5	26.0	63.4	60.0	2.41	2.24	1.48	1.46
December-----	107.4	91.8	670	597	25.7	26.7	63.7	60.0	2.29	2.37	1.53	1.47
January-----		94.6		614		26.7		58.7		2.46		1.46
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,  
U. S., 4-week period, December 1954

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit
		Average per purchase	Total	Per 1,000 population	
	Percent	Ounces	1,000 pounds	Pounds	Unit Cents
Natural					
American	x	13.7	16,800	104.8	Lb. 63.0
Swiss	x	10.1	3,290	20.5	Lb. 75.1
Cream	x	6.3	4,090	25.5	3 oz. 13.9
Other	x	9.4	4,070	25.4	Lb. 81.9
Processed					
Cheese	x	10.8	9,210	57.7	Lb. 62.0
Cheese food	x	22.4	6,210	38.8	Lb. 46.1
Cheese spread	x	12.8	6,130	38.2	Lb. 55.6
	<u>1/</u> 57.9				
Cottage cheese	--	16.0	30,110	187.9	12 oz. 21.2

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,  
U. S., 4-week periods

Year and month	Purchases				Average price paid			
					Per pound		Per 3 oz.	
	American	Swiss	Cream	Other	American	Swiss	Other	Cream
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents
1954-55								
April-----	11,910	3,180	3,390	3,320	63.6	78.0	75.5	14.1
May-----	15,310	2,950	3,460	3,590	63.0	76.8	77.4	14.3
June-----	13,910	3,580	2,880	2,860	62.3	75.4	74.4	14.3
July-----	11,160	3,120	2,500	2,950	63.0	75.0	74.0	14.4
August-----	15,010	2,940	2,310	2,940	62.9	75.1	76.1	14.4
September---	16,140	3,520	2,790	2,950	62.0	74.2	77.2	14.2
October-----	17,280	3,640	3,370	3,520	62.0	72.7	77.4	13.7
November-----	16,950	3,100	3,670	3,560	62.8	74.9	74.7	13.5
December-----	16,800	3,290	4,090	4,070	63.0	75.1	81.9	13.9
January-----								
February-----								
March-----								

Table 5.--Processed Cheese: Household purchases and average price,  
U. S., 4-week periods

Year and month	Purchases			Average price paid per pound		
	Processed cheese	Cheese foods	Cheese spreads	Processed cheese	Cheese foods	Cheese spreads
	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents
1954-55						
April-----	10,740	9,110	5,670	60.9	47.1	57.9
May-----	10,670	9,020	6,290	60.6	45.8	52.0
June-----	10,330	9,420	5,450	61.2	45.8	54.3
July-----	9,900	7,960	5,170	61.5	46.7	53.9
August-----	9,940	7,580	5,710	61.2	46.6	51.9
September---	10,460	8,090	6,000	60.1	45.5	51.9
October-----	10,000	8,160	6,790	61.2	44.8	52.1
November-----	9,660	6,360	6,050	61.1	44.5	53.7
December-----	9,210	6,210	6,130	62.0	46.1	55.6
January-----						
February-----						
March-----						

Source: National Consumer Panel of Market Research Corporation of America.



Table 6.--Cottage Cheese: Household purchases and average price,  
U. S., 4-week periods

Year and month	Purchases	Average price paid	
		Per 12 oz. unit for all purchases	Per actual 12 oz. unit purchases
	1,000 pounds	Cents	Cents
1954-55			
April-----	37,370	21.2	22.7
May-----	36,020	21.2	22.5
June-----	35,600	21.0	22.7
July-----	34,300	20.9	22.7
August-----	32,820	21.2	23.0
September---	31,720	21.1	22.8
October-----	32,780	21.3	23.0
November----	32,940	21.4	23.1
December----	30,110	21.2	23.1
January-----			
February----			
March-----			

Table 7.--Nonfat dry milk solids: Household purchases and average  
price per pound, U. S., 4-week periods

Year and month	Quantity purchased		Average price paid		
	Average per purchase	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases
	Ounces	1,000 pounds	Pounds	Cents	Cents
1954-55					
April-----	21.1	11,080	70.2	38.1	36.7
May-----	21.1	10,880	68.9	37.8	36.1
June-----	22.6	9,560	60.5	37.3	35.4
July-----	23.5	9,560	60.1	36.4	34.8
August-----	22.6	9,410	59.1	35.5	33.7
September---	22.0	9,910	62.3	36.7	34.1
October-----	20.6	10,860	67.7	38.3	35.0
November----	20.3	10,660	66.5	38.5	35.9
December----	19.9	10,110	63.1	39.7	35.6
January-----					
February----					
March-----					

Source: National Consumer Panel of Market Research Corporation of America.



